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SPECIAL TABLES PREPARED IN CONNECTION WITH REPORT ON LABELING SURVEY

Consumer Standards Project
Consumers' Counsel Division
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Table I - Blankets: Respondents classified according to preference expressed for each item

Item	Consumers (total, 428)				Retailers (total, 96)				Manufacturers (total, 12)			
	Number of respondents marking item -				Number of respondents marking item -				Number of respondents marking item -			
	a	b	c	d	a	b	c	d	a	b	c	d
What it is made of												
Fiber content: per-												
cent of each fiber:												
by weight	403	14	3	2	85	2	5	0	11	0	0	1
Binding material	184	205	12	3	32	40	13	0	7	4	0	1
How it is made												
Size: length; width; 1/2												
Weight (ounces per square yard)	151	142	99	6	16	20	47	2	4	11	5	3
Total weight	199	150	45	6	42	32	13	2	9	7	1	0
What it will do												
Breaking strength	251	107	36	14	16	16	49	7	2	8	3	4
Warmth	277	71	26	27	23	26	24	9	3	14	0	3
Color permanence:												
To washing	354	52	5	3	63	13	11	0	8	1	0	2
To light	243	136	22	4	33	31	20	2	4	2	2	3
To drycleaning	233	122	35	9	38	29	20	1	4	2	3	3
How to care for it												
Drycleaning instructions												
Washing instructions:	230	133	46	5	45	27	14	4	3	6	4	3
Storage directions	361	50	5	1	80	8	2	2	12	0	0	0
Sponsor	235	130	39	3	34	29	21	3	6	1	4	1
Name and address												
	275	66	12	1	27	11	10	0	4	1	0	6

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items.

"c" undesirable or unnecessary items.

"b" less important but desirable items.

"d" items which must await agreement on standard tests.

Table 1a- Blankets: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking item as "a" in total of-			Percentage of respondents marking item "a" in total of	
	428	96	12 Manu- facturers	428	96
	Consumers	Retailers	facturers	Consumers	Retailers
What it is made of					
Fiber content; percent of each fiber by weight	403	85	11	94.2	88.5
Binding material	184	32	7	43.0	33.3
How it is made					
Size: Length: width 1/ Weight (ounces per square yard)	395	84	11	92.3	87.5
Total weight	151	16	4	35.3	16.7
	199	42	9	46.5	43.8
What it will do					
Breaking strength	251	16	2	58.6	16.7
Warmth	277	23	3	64.7	24.0
Color permanence:					
To washing	354	63	8	82.7	65.6
To light	243	33	4	56.8	34.4
To drycleaning	233	38	4	54.4	39.6
How to care for it					
Drycleaning instructions	230	45	3	53.7	46.9
Washing instructions	361	80	12	84.3	83.3
Storage directions	235	34	6	54.9	35.4
Sponsor:					
Name and address	275	27	4	64.3	28.1

Apparently
1/many of the respondents interpreted this question to mean "more information on size than now appears on labels".

Table 1. Summary of the results of the survey of the use of the various types of equipment in the various types of work.

Type of work	Type of equipment	Percentage of work done with equipment		Percentage of work done without equipment	
		Percentage	Number of men	Percentage	Number of men
General work	Hand tools	100	100	100	100
	Power tools	100	100	100	100
	Specialized equipment	100	100	100	100
Construction work	Hand tools	100	100	100	100
	Power tools	100	100	100	100
	Specialized equipment	100	100	100	100
Manufacturing work	Hand tools	100	100	100	100
	Power tools	100	100	100	100
	Specialized equipment	100	100	100	100
Transportation work	Hand tools	100	100	100	100
	Power tools	100	100	100	100
	Specialized equipment	100	100	100	100
Maintenance work	Hand tools	100	100	100	100
	Power tools	100	100	100	100
	Specialized equipment	100	100	100	100
Other work	Hand tools	100	100	100	100
	Power tools	100	100	100	100
	Specialized equipment	100	100	100	100

NOTE: The percentages of work done with equipment are based on the total number of men who reported that they used the equipment in the various types of work.

Table II - Mattresses: Respondents classified according to preference expressed for each item

Item	Consumers (total, 428)				Retailers (total, 82)				Manufacturers (total, 8)			
	Number of respondents				Number of respondents				Number of respondents			
	marking item -	expressing	no	preference	marking item -	expressing	no	preference	marking item -	expressing	no	preference
	a	b	c	d	a	b	c	d	a	b	c	d
What it is made of												
Filling: Fiber content												
Total weight	322	63	30	2		47	14	8	4	1	2	0
Per cent of each by weight	300	77	22	3		44	12	9	5	1	0	0
Grade	334	56	12	5		43	12	9	5	0	2	0
Innerspring unit:												
Number and size of coils	378	28	6	1		51	12	4	1	4	2	0
Shape of coil	233	125	35	3		12	12	37	1	1	5	0
How encased	306	80	17	4		23	28	12	2	3	0	2
Pad: Fiber content	313	68	17	3		40	11	13	1	4	3	0
Thickness	276	101	22	1		21	13	26	1	2	0	5
Covering:												
Type of fabric	370	43	6	1		52	11	6	0	4	0	3
Fiber content; per cent												
of each by weight	203	141	45	5		24	15	23	0	1	0	6
Yarns per inch	194	133	66	4		13	7	41	2	0	1	6
Weight	155	159	73	6		30	20	20	3	19	2	1
Per cent of sizing	246	112	32	7		13	7	37	3	22	1	0
How it is made												
Type of mattress	368	11	5	1		53	2	7	3	17	4	0
Size: 1/												
Length; width	378	31	8	0		46	4	13	1	18	6	0
Thickness	315	61	15	0		21	11	32	0	18	1	0
For bed	319	54	23	4		29	9	26	0	18	2	0
Total weight	265	94	40	0		30	18	14	1	19	4	1
Tufts: Number	209	135	49	2		15	15	30	0	22	0	7
Method of fastening	262	103	33	2		18	18	26	0	20	2	0
Edge finish	230	134	37	5		32	21	10	0	19	3	1
What it will do												
Compressibility; recoverability	309	76	12	11		24	8	23	6	21	0	5
Color permanence of covering:												
To light	210	147	42	4		19	17	28	0	18	1	0
To perspiration	213	124	47	6		19	17	26	0	20	1	0
Breaking strength of covering	225	120	29	10		7	10	38	4	23	1	5
Finish of covering	190	149	47	3		14	15	29	1	23	0	6
Conformity to state and federal bedding laws	351	27	13	5		56	3	3	1	19	7	0
How to care for it												
Special instructions for turning, sunning, airing, cleaning	302	99	12	3		48	14	2	1	17	5	1
Sponsor												
Name and address	272	58	8	2		23	7	10	0	42	6	0

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items
 "b" " less important but desirable items
 "c" " undesirable or unnecessary items
 "d" " items which must await agreement on standard tests

Table IIa- Mattresses: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking items as "a" in total of -			Percentage of respondents marking item "a" in total of -	
	428	82	8 Manu-	428	82
	Consumers	Retailers	facturers	Consumers	Retailers
What it is made of					
Filling: Fiber content					
Total weight	322	47	4	75.2	57.3
Percent of each by weight	300	44	5	70.1	53.7
Grade	334	43	5	78.0	52.4
Interspring unit:					
Number and size of coils	378	51	1	88.3	62.2
Shape of coil	233	12	1	54.4	14.6
How encased	306	23	2	71.5	28.0
Pad: Fiber content	313	40	4	73.1	48.8
Thickness	276	21	2	64.5	25.6
Covering:					
Type of fabric	370	52	4	86.4	63.4
Fiber content; percent of each by weight	230	24	1	47.4	29.3
Yarns per inch	194	13	0	45.3	15.9
Weight	155	20	2	36.2	24.4
Percent of sizing	246	13	1	57.5	15.9
How it is made					
Type of mattress	368	53	4	86.0	64.6
Size: 1/					
Length: width	378	46	6	88.3	56.1
Thickness	315	21	1	73.6	25.6
For bed of what size	319	29	2	74.5	35.4
Total weight	265	30	4	61.9	36.6
Tufts: Number	209	15	0	48.8	18.3
Method of fastening	262	18	2	61.2	22.0
Edge finish	230	32	3	53.7	39.0
What it will do					
Compressability;					
recoverability	309	24	0	72.2	29.3
Color permanence of covering:					
To light	210	19	1	49.1	23.2
To perspiration	213	19	1	49.8	23.2
Breaking strength of covering	225	7	1	52.6	8.5
Finish of covering	190	14	0	44.4	17.1
Conformity to state and federal bedding laws	351	56	7	82.0	68.3
How to care for it					
Special instructions for turning, sunning, airing, cleaning	302	48	5	70.6	58.5
Sponsor:					
Name and address	272	23	6	63.6	28.0

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

Table III - Cotton sheets: Respondents classified according to preference expressed for each item

Item	Consumers (total, 427)										Retailers (total, 95)									
	Number of respondents marking item -					Number of respondents:					Number of respondents marking item -					Number of respondents				
	a	b	c	d	:	expressing	no	preference	:	:	a	b	c	d	:	expressing	no	preference	:	:
How it is made																				
Type of shoot																				
Size (finished): length; width 1/	368	36	5	1	:	17					78	8	4	0	:	5				
For bed	407	8	0	0	:	12					83	5	2	0	:	5				
Torn or cut	302	45	21	3	:	56					44	22	16	0	:	13				
Hem width	378	66	21	0	:	22					53	23	10	0	:	9				
Finished weight	148	178	80	0	:	21					14	35	34	2	:	10				
Yarns per inch	222	106	62	6	:	31					13	18	52	3	:	9				
Sizing	307	67	31	2	:	20					41	17	26	3	:	8				
Special finishes	346	53	6	2	:	20					34	25	25	5	:	6				
Permanence	229	139	27	2	:	30					16	33	34	4	:	8				
Type of selvage or other	278	99	17	3	:	30					19	28	33	2	:	13				
special construction					:	35					21	32	24	3	:	15				
What it will do					:										:					
Breaking strength	319	64	19	14	:	11					24	18	43	4	:	6				
Shrinkage	358	43	3	4	:	19					43	17	27	4	:	4				
Sponsor					:										:					
Name and address	275	60	6	2	:	84					30	8	12	1	:	44				

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items.

"b" less important but desirable items.

"c" undesirable or unnecessary items.

"d" items which must await agreement on standard tests.

Table IIIa- Cotton Sheets: Frequency with which each item was designated as of primary importance, stated for the respective classes 1/

Item	Number of respondents			Percentage of		
	marking item as "a"			respondents marking		
	in total of -			item "a" in total of -		
	427	95	1 Manu-	427	95	
	Consumers	Retailers	facturer	Consumers	Retailers	
How it is made	:	:	:	:	:	:
Type of sheet	: 368	: 78	: 1	: 86.2	: 82.1	
Size (finished): length;	: 407	: 83	: 1	: 95.3	: 87.4	
width 1/	:	:	:	:	:	
For bed of what size	: 302	: 44	: 0	: 70.7	: 46.3	
Torn or cut	: 318	: 53	: 1	: 74.5	: 55.8	
Hem width	: 148	: 14	: 0	: 34.7	: 14.7	
Finished weight	: 222	: 13	: 0	: 52.0	: 13.7	
Yarns per inch	: 307	: 41	: 0	: 71.9	: 43.2	
Sizing	: 346	: 34	: 0	: 81.0	: 35.8	
Special finishes	: 229	: 16	: 0	: 53.6	: 16.8	
Permanence	: 273	: 19	: 0	: 65.1	: 20.0	
Type of selvage or other	:	:	:	:	:	
special construction	: 200	: 21	: 0	: 46.8	: 22.1	
What it will do	:	:	:	:	:	
Breaking strength	: 319	: 24	: 0	: 74.7	: 25.3	
Shrinkage	: 358	: 43	: 0	: 83.8	: 45.3	
Sponsor	:	:	:	:	:	
Name and address	: 275	: 30	: 0	: 64.4	: 31.6	

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

Table IV - Terry towels: Respondents classified according to preference expressed for each item

Item	Consumers (total, 428)					Retailers (total, 86)				
	Number of respondents -					Number of respondents -				
	a	b	c	d	expressing preference	a	b	c	d	expressing preference
What it is made of										
Fiber content	362	37	13	3	13	48	10	17	4	7
How it is made										
Size 1/	386	30	1	0	11	76	6	1	0	3
Yarns per inch:										
Ground warp	259	98	43	6	22	7	13	49	7	10
Pile warp	245	102	43	4	34	8	12	49	7	10
Filling	252	101	37	5	33	6	12	51	8	9
Weight	215	117	58	3	35	15	20	38	5	8
Loops per square inch	258	91	47	6	26	10	15	46	6	9
Selva	266	95	30	2	35	20	17	34	3	12
Ply of yarns:										
Ground warp	182	152	48	8	38	6	14	49	6	11
Pile warp (loops)	182	149	48	7	42	9	13	48	5	11
Filling	186	152	41	7	42	5	14	48	6	13
What it will do										
Breaking strength	304	68	23	12	21	15	19	39	6	7
Shrinkage	291	84	24	7	22	34	18	23	3	8
Water absorption after washing	310	72	19	10	17	47	14	21	0	4
Color permanence	352	56	4	3	13	74	6	3	3	0
Sponsor										
Name and address	268	61	9	1	89	25	8	9	0	44

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items

"b" less important but desirable items.

"c" undesirable or unnecessary items.

"d" items which must await agreement on standard tests.

Table IVa--Terry towels: Frequency with which each item was designated as of primary importance, stated for the respective classes ^{1/}

Item	Number of respondents marking item as "a"		Percentage of respondents marking item "a" in total of	
	Consumers	Retailers	428 Consumers	86 Retailers
<u>What it is made of</u>				
Fiber content.....	362	48	84.6	55.8
<u>How it is made</u>				
Size <u>2/</u>	386	76	90.2	88.4
Yarns per inch:				
Ground warp.....	259	7	60.5	8.1
Pile warp.....	245	8	57.2	9.3
Filling.....	252	6	58.9	7.0
Weight.....	215	15	50.2	17.4
Loops per square inch.....	258	10	60.3	11.6
Selvage.....	266	20	62.1	23.3
Ply of yarns:				
Ground warp.....	182	6	42.5	7.0
Pile warp (loops).....	182	9	42.5	10.5
Filling.....	186	5	43.5	5.8
<u>What it will do</u>				
Breaking strength.....	304	15	71.0	17.4
Shrinkage.....	291	34	68.0	39.5
Water absorption after washing....	310	47	72.4	54.7
Color permanence.....	352	74	82.2	86.0
<u>Sponsor</u>				
Name and address.....	268	25	62.6	29.1

^{1/} No replies received from manufacturers.

^{2/} Apparently many of the respondents interpreted this question to mean "more information on sizes than now appears on labels."

Table V - Kitchen knives: Respondents classified according to preference expressed for each item

[illegible]

"a" indicates most important items.

"b" less important but desirable items.

"c" undesirable or unnecessary items.

"d" items which must await agreement on standard tests.

Table Va-Kitchen knives: Frequency with which each item was designated
as of primary importance, stated for the respective classes 1/

Item	: Number of respondents: : marking item as "a"		: Percentage of : respondents marking : item "a" in total of	
	: Consumers	: Retailers	: 427 : Consumers	: 73 : Retailers
<u>What it is made of</u>				
Metal:				
Kind.....	402	53	94.1	72.6
Carbon content.....	169	7	39.6	9.6
Chromium or other alloy.....	220	13	51.5	17.8
Hardness.....	273	12	63.9	16.4
Material of handle.....	304	36	71.2	49.3
<u>How it is made</u>				
Method of manufacture.....	204	27	47.8	37.0
Maximum thickness of blade:				
At handle.....	89	5	20.8	6.8
Near point.....	94	4	22.0	5.5
Back of blade.....	73	2	17.1	2.7
1/8 inch from cutting edge....	88	6	20.6	8.2
Shape.....	141	11	33.0	15.1
Length of blade.....	208	31	48.7	42.5
Method of fastening handle to blade.....	335	24	78.5	32.9
<u>What it will do</u>				
Characteristics of handle.....	301	35	70.5	47.9
<u>Recommended use</u>	254	38	59.5	52.1
<u>Sponsor</u>				
Name and address.....	261	16	61.1	21.9

1/ No replies received from manufacturers.

Table VI - Window Shades: Respondents classified according to preference expressed for each item

	Consumers (Total 428)				Retailers (Total 78)				Manufacturers (Total 8)			
	Number of respondents marking item -				Number of respondents marking item -				Number of respondents marking item -			
	a	b	c	d	a	b	c	d	a	b	c	d
What it is made of												
Shade material:												
Fiber content	403	10	3	0	55	10	4	1	6	0	0	2
How it is made												
Shade material:												
Finished size $\frac{1}{1}$	398	14	3	1	56	6	7	1	6	0	0	2
Yarns per inch	187	151	49	3	7	10	48	4	0	3	0	2
Kind of finish	319	60	18	2	27	14	22	2	3	0	3	2
Permanency of finish	356	33	3	2	31	16	14	2	3	1	2	2
Roller:												
Size $\frac{1}{1}$	306	67	25	4	36	12	15	1	4	2	0	2
Length of spring	240	120	36	3	11	22	34	2	0	2	4	2
Metal used in cap	134	172	88	3	5	10	49	4	0	2	4	2
What it will do												
Shade material:												
Breaking strength	274	89	27	9	11	12	38	7	1	0	5	2
Resistance to cracking and pinholing	384	17	3	7	36	17	8	5	6	0	0	2
Water repellency	369	31	6	3	51	12	4	1	1	5	0	2
Color permanence to sunlight	403	7	1	1	55	8	3	1	4	2	0	2
How to care for it												
Special directions for washing or cleaning	386	28	3	1	55	13	1	1	4	1	1	2
Sponsor:												
Name and address	267	61	9	1	13	16	18	3	1	2	1	4

$\frac{1}{1}$ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items.
 "b" less important but desirable items.
 "c" undesirable or unnecessary items.
 "d" items which must await agreement on standard tests.

Table VIa--Window shades: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking item as "a" in a total of			Percentage of respondents mark- ing item "a" in total of		
	428 Con- sumers	78 Re- tailers	8 Manu- facturers	428 Con- sumers	78 Re- tailers	
<u>What it is made of</u>						
Shade material:						
Fiber content.....	403	55	6	94.2	70.5	
<u>How it is made</u>						
Shade material:						
Finished size ^{1/}	398	56	6	93.0	71.8	
Yarns per inch.....	187	7	0	43.7	9.0	
Kind of finish.....	319	27	3	74.5	34.6	
Permanency of finish.....	356	31	3	83.2	39.7	
Roller:						
Size.....	306	36	4	71.5	46.2	
Length of spring.....	240	11	0	56.1	14.1	
Metal used in cap.....	134	5	0	31.3	6.4	
<u>What it will do</u>						
Shade material:						
Breaking strength.....	274	11	1	64.0	14.1	
Resistance to cracking and pinholing.....	384	36	6	89.7	46.2	
Water repellency.....	369	51	1	86.2	65.4	
Color permanence to sunlight.....	403	55	4	94.2	70.5	
<u>How to care for it</u>						
Special directions for washing or cleaning.....	386	55	4	90.2	70.5	
<u>Sponsor</u>						
Name and address.....	267	13	1	62.4	16.7	

^{1/} Apparently many of the respondents interpreted this question to mean "more information on sizes than now appears on labels."

Table VII - Men's hosiery: Respondents classified according to preference expressed for each item

Item	Consumers (Total, 429)					Retailers (Total, 89)					Manufacturers (Total, 12)				
	Number of respondents -					Number of respondents -					Number of respondents -				
	a	b	c	d	expressing: no preference	a	b	c	d	expressing: no preference	a	b	c	d	expressing: no preference
What it is made of:															
Fiber content of:															
Body	391	18	3	1	16	63	19	4	1	2	10	1	1	0	0
Heel and toe	380	21	6	1	21	51	24	7	3	4	3	6	3	0	0
How it is made															
Size 1/	404	8	4	0	13	80	1	3	0	5	9	2	1	0	0
Construction	299	78	18	1	33	18	28	27	3	13	0	3	8	0	1
Total number of needles	131	149	97	3	49	4	13	56	5	11	0	3	8	0	1
Courses per inch	123	148	100	3	55	2	8	61	4	14	0	0	11	0	1
If silk, number of threads in body	220	117	48	1	43	14	20	39	3	13	2	3	6	0	1
Reinforcements	287	84	20	0	38	23	29	20	2	15	2	6	4	0	0
What it will do															
Bursting strength of body	266	97	26	9	31	9	15	46	7	12	0	2	8	1	1
Shrinkage	358	38	8	2	23	33	24	18	5	9	1	2	5	2	2
Color permanence	396	16	0	0	17	51	17	14	2	5	4	3	3	2	0
To washing	361	33	7	2	26	36	15	20	5	13	2	2	6	2	0
To perspiration															
How to care for it															
Special washing directions	333	57	24	0	15	51	17	13	2	6	4	4	2	1	1
Sponsor															
Name and address	266	59	10	1	93	22	10	21	1	35	2	4	2	0	4

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items.

"c" undesirable or unnecessary items

"b" less important but desirable items

"d" items which must await agreement on standard tests.

Table VIIa- Men's hosiery: Frequency with which each item was designated as of Primary importance, stated for the respective classes

Item	Number of respondents marking items as "a" - in a total of -			Percentage of respondents marking item "a" in total of -		
	429 : Consumers	89 : Retailers	12 Manu- : facturers	429 : Consumers	89 : Retailers	
<u>What it is made of</u>						
Fiber content of:						
Body	391	63	10	91.1	70.8	
Heel and toe	380	51	3	88.6	57.3	
<u>How it is made</u>						
Size <u>1/</u>	404	80	9	94.2	89.9	
Construction	299	18	1	69.7	20.2	
Total number of needles:	131	4	0	30.5	4.5	
Courses per inch	123	2	0	28.7	2.2	
If silk, number of threads in body	220	14	2	51.3	15.7	
Reinforcements	287	23	2	66.9	25.8	
<u>What it will do</u>						
Bursting strength of body	266	9	0	62.0	10.1	
Shrinkage	358	33	1	83.4	37.1	
Color permanence:						
To washing	396	51	4	92.3	57.3	
To perspiration	361	36	2	84.1	40.4	
<u>How to care for it</u>						
Special washing directions	333	51	4	77.6	57.3	
<u>Sponsor</u>						
Name and address	266	22	2	62.0	24.7	

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

Table VIII - Men's shirts: Respondents classified according to preference expressed for each item

Item	Consumers (Total, 421)										Retailers (Total, 93)										Manufacturers (Total, 5)									
	Number of respondents marking item -					Number of respondents marking item -					Number of respondents marking item -					Number of respondents marking item -					Number of respondents marking item -					Number of respondents marking item -				
	a	b	c	d	preference	a	b	c	d	preference	a	b	c	d	preference	a	b	c	d	preference	a	b	c	d	preference	a	b	c	d	preference
What it is made of																														
Fiber content	356	34	7	0	24	36	15	29	5	8	36	15	29	5	8	36	15	29	5	8	36	15	29	5	8	36	15	29	5	8
Name of fabric	323	66	8	0	24	59	17	12	0	5	59	17	12	0	5	59	17	12	0	5	59	17	12	0	5	59	17	12	0	5
Yarns per inch	243	98	45	5	30	14	13	52	6	8	14	13	52	6	8	14	13	52	6	8	14	13	52	6	8	14	13	52	6	8
Weight	154	140	84	5	38	6	16	49	11	11	6	16	49	11	11	6	16	49	11	11	6	16	49	11	11	6	16	49	11	11
Sizing	317	58	16	3	27	20	16	44	4	9	20	16	44	4	9	20	16	44	4	9	20	16	44	4	9	20	16	44	4	9
Special finishes	294	77	17	3	30	30	19	28	2	14	30	19	28	2	14	30	19	28	2	14	30	19	28	2	14	30	19	28	2	14
Buttons:																														
Kind	217	120	48	2	34	18	19	45	0	11	18	19	45	0	11	18	19	45	0	11	18	19	45	0	11	18	19	45	0	11
Grade	195	125	58	5	38	14	18	49	2	10	14	18	49	2	10	14	18	49	2	10	14	18	49	2	10	14	18	49	2	10
Number	93	134	147	6	41	9	18	52	2	12	9	18	52	2	12	9	18	52	2	12	9	18	52	2	12	9	18	52	2	12
How it is made																														
Size: 1/																														
Collar	398	5	1	0	17	78	2	4	0	9	78	2	4	0	9	78	2	4	0	9	78	2	4	0	9	78	2	4	0	9
Sleeve	387	10	1	0	23	73	7	4	0	9	73	7	4	0	9	73	7	4	0	9	73	7	4	0	9	73	7	4	0	9
Chest	325	47	18	2	29	22	24	37	1	9	22	24	37	1	9	22	24	37	1	9	22	24	37	1	9	22	24	37	1	9
Length	331	45	16	2	27	18	27	38	1	9	18	27	38	1	9	18	27	38	1	9	18	27	38	1	9	18	27	38	1	9
Number of stitches per inch	146	144	89	4	38	4	19	58	2	10	4	19	58	2	10	4	19	58	2	10	4	19	58	2	10	4	19	58	2	10
Reinforcements	240	112	33	2	34	9	31	42	1	10	9	31	42	1	10	9	31	42	1	10	9	31	42	1	10	9	31	42	1	10
What it will do																														
Breaking strength	265	84	29	8	35	7	11	55	9	11	7	11	55	9	11	7	11	55	9	11	7	11	55	9	11	7	11	55	9	11
Abrasion test	194	123	42	12	50	6	10	56	9	12	6	10	56	9	12	6	10	56	9	12	6	10	56	9	12	6	10	56	9	12
Color permanence:																														
To sunlight	361	33	3	0	24	47	25	15	0	6	47	25	15	0	6	47	25	15	0	6	47	25	15	0	6	47	25	15	0	6
To washing	382	11	1	0	27	68	10	10	0	5	68	10	10	0	5	68	10	10	0	5	68	10	10	0	5	68	10	10	0	5
To perspiration	365	24	5	0	27	40	20	22	1	10	40	20	22	1	10	40	20	22	1	10	40	20	22	1	10	40	20	22	1	10
Shrinkage or stretchage:																														
Collar	373	23	3	0	22	67	8	11	1	6	67	8	11	1	6	67	8	11	1	6	67	8	11	1	6	67	8	11	1	6
Sleeve	350	35	6	0	30	53	19	13	1	7	53	19	13	1	7	53	19	13	1	7	53	19	13	1	7	53	19	13	1	7
Chest	301	72	16	1	31	34	21	29	1	8	34	21	29	1	8	34	21	29	1	8	34	21	29	1	8	34	21	29	1	8
Length	299	67	22	2	31	30	23	28	4	8	30	23	28	4	8	30	23	28	4	8	30	23	28	4	8	30	23	28	4	8
How to care for it																														
Washing and ironing																														
Directions if any special																														
care or precautions are																														
necessary	347	43	11	0	20	63	15	8	1	6	63	15	8	1	6	63	15	8	1	6	63	15	8	1	6	63	15	8	1	6
Sponsor																														
Name and address	267	57	8	1	88	24	12	18	1	38	24	12	18	1	38	24	12	18	1	38	24	12	18	1	38	24	12	18	1	38

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

"a" indicates most important items.

"b" indicates less important but desirable items.

"c" indicates undesirable or unnecessary items.

"d" indicates items which must await agreement on standard tests.

Table VIIIa- Men's shirts: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking items as "a" in total of -			Percentage of respondents marking item "a" in total of -		
	421 : Consumers	93 : Retailers	5 Manu- : facturers	421 : Consumers	93 : Retailers	
<u>What it is made of</u>						
Fiber content	356	36	0	84.6	38.7	
Name of fabric	323	59	4	76.7	63.4	
Yarns per inch	243	14	1	57.7	15.1	
Weight	154	6	0	36.6	6.5	
Sizing	317	20	0	75.3	21.5	
Special finishes	294	30	2	69.8	32.3	
Buttons:						
Kind	217	18	1	51.5	19.4	
Grade	195	14	0	46.3	15.1	
Number	93	9	0	22.1	9.7	
<u>How it is made</u>						
Size: 1/						
Collar	398	78	3	94.5	83.9	
Sleeve	387	73	2	91.9	78.5	
Chest	325	22	0	77.2	23.7	
Length	331	18	0	78.6	19.4	
Number of stitches per inch	146	4	0	34.7	4.3	
Reinforcements	240	9	0	57.0	9.7	
<u>What it will do</u>						
Breaking strength	265	7	1	62.9	7.5	
Abrasion tests	194	6	0	46.1	6.5	
Color permanence:						
To sunlight	361	47	1	85.7	50.5	
To washing	382	68	2	90.7	73.1	
To perspiration	365	40	1	86.7	43.0	
Shrinkage or stretchage:						
Collar	373	67	3	88.6	72.0	
Sleeve	350	53	1	83.1	57.0	
Chest	301	34	1	71.5	36.6	
Length	299	30	1	71.0	32.3	
<u>How to care for it</u>						
Washing and ironing directions if any special care or precautions are necessary	347	63	4	82.4	67.7	
<u>Sponsor</u>						
Name and address	267	24	1	63.4	25.8	

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

Table IX - Woven piece goods: Respondents classified according to preference expressed for each item

Item	Consumers (Total, 422)					Retailers (Total, 92)					Manufacturers (Total, 21)				
	Number of respondents - marking item -					Number of respondents - marking item -					Number of respondents - marking item -				
	a	b	c	d	: respondents: expressing: no preference:	a	b	c	d	: respondents: expressing: no preference:	a	b	c	d	: respondents: expressing: no preference:
What it is made of															
Kind and percentage by weight of each fiber															
How it is made															
Name of fabric															
Width (finished)															
Yards per inch															
Weight															
Finishing materials															
Weighting or sizing															
Special finishes															
Permanence															
What it will do															
Breaking strength															
Shrinkage or stretchage															
Resistance to yarn slippage															
Color permanence:															
To sunlight															
To washing and/or dry cleaning															
To crocking															
To perspiration															
How to care for it															
Instructions for washing or cleaning, for ironing, for spot removal															
Recommended uses															
Sponsor															
Name and address															

"a" indicates most important items

"b" " less important but desirable items

"c" " undesirable or unnecessary items

"d" " items which must await agreement on standard tests

Table IXa- Woven piece goods: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking items as "a" in a total of -			Percentage of respondents marking item "a" in total of-		
	422 : Consumers	92 : Retailers	21 Manu- : facturers	422 : Consumers	92 : Retailers	
What it is made of						
Kind and percentage by weight of each fiber	387	74	16	91.7	80.4	
How it is made						
Name of fabric	371	66	15	87.9	71.7	
Width (finished)	377	49	12	89.3	53.3	
Yarns per inch	268	14	0	63.5	15.2	
Weight	168	8	0	39.8	8.7	
Finishing materials	311	20	2	73.7	21.7	
Weighting or sizing	346	28	3	82.0	30.4	
Special finishes	334	39	6	79.1	42.4	
Permanence	352	43	2	83.4	46.7	
What it will do						
Breaking strength	269	13	0	63.7	14.1	
Shrinkage or stretchage	375	56	6	88.9	60.9	
Resistance to yarn slippage	255	22	1	60.4	23.9	
Color Permanence:						
To sunlight	397	70	10	94.1	76.1	
To washing and/or dry cleaning	399	77	11	94.5	83.7	
To crocking	346	55	8	82.0	59.8	
To perspiration	366	58	8	86.7	63.0	
How to care for it						
Instructions for washing or cleaning, for ironing, for: spot removal	377	72	15	89.3	78.3	
Recommended uses	253	24	3	60.0	26.1	
Sponsor						
Name and address	258	14	3	61.1	15.2	

Table X - Women's hosiery: Respondents classified according to preference expressed for each item

Item	Consumers (total, 431)										Retailers (total, 103)										Manufacturers (total, 16)									
	Number of respondents - marking item -					Number of respondents - marking item -					Number of respondents - marking item -					Number of respondents - marking item -														
	a	b	c	d	expressing	a	b	c	d	expressing	a	b	c	d	expressing	a	b	c	d	expressing										
What it is made of																														
Fiber content:																														
Leg	396	21	5	1	8	63	18	19	0	3	12	1	0	1	2															
Welt	347	36	18	1	29	36	31	28	1	7	6	3	4	1	2															
Foot	370	32	7	1	21	36	41	20	0	6	6	3	4	1	2															
How it is made																														
Size 1/	396	11	13	1	10	77	6	13	1	6	8	1	4	0	3															
Grade	380	25	5	1	20	65	13	18	3	4	10	1	3	0	2															
Number of threads	380	31	5	0	15	60	33	6	1	3	5	6	3	0	2															
Twist	246	119	36	0	30	20	25	50	2	6	2	4	8	0	2															
Gauge	278	94	33	0	26	35	36	26	1	5	4	3	7	0	2															
Ringless	351	51	10	1	18	62	21	16	0	4	6	3	5	0	2															
Full fashioned or circular knit	375	29	14	1	12	60	19	18	1	5	7	3	4	0	2															
Special knit construction	311	66	25	5	24	37	20	34	2	10	5	6	3	0	2															
Special finishes	302	80	24	3	22	23	36	35	3	8	1	4	9	0	2															
Weight	298	73	33	4	23	24	32	31	3	13	0	2	11	1	2															
What it will do																														
Color permanence:																														
To washing	395	21	3	1	11	44	27	24	1	7	1	3	8	0	4															
To perspiration	349	46	10	2	24	33	32	25	3	10	0	3	8	1	4															
How to care for it																														
Instructions for washing, handling, etc.	342	66	13	1	9	60	28	13	1	1	4	4	4	0	4															
Recommended uses																														
Suitability (street, sports or evening wear)	219	131	70	0	11	43	25	30	2	3	0	7	6	0	3															
Sponsor																														
Name and address	273	57	9	1	91	20	13	26	1	43	4	1	1	0	10															

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".
 "a" indicates most important items.
 "b" less important but desirable items.
 "c" undesirable or unnecessary items
 "d" items which must await agreement on standard tests.

Table Xa- Women's hosiery: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking items as "a" in a total of -			Percentage of respondents marking item "a" in total of-	
	431 : Consumers	103 : Retailers	16 : Manufacturers	431 : Consumers	103 : Retailers
<u>What it is made of</u>					
Fiber content:					
Leg	396	63	12	91.9	61.2
Welt	347	36	6	80.5	35.0
Foot	370	36	6	85.8	35.0
<u>How it is made</u>					
Size 1/	396	77	8	91.9	74.8
Grade	380	65	10	88.2	63.1
Number of threads	380	60	5	88.2	58.3
Twist	246	20	2	57.1	19.4
Gauge	278	35	4	64.5	34.0
Ringless	351	62	6	81.4	60.2
Full fashioned or circular knit	375	60	7	87.0	58.3
Special knit constructions	311	37	5	72.2	35.9
Special finishes	302	23	1	70.1	22.3
Weight	297	24	0	68.9	23.3
<u>What it will do</u>					
Color permanence:					
To washing	395	44	1	91.6	42.7
To perspiration	349	33	0	81.0	32.0
<u>How to care for it</u>					
Instructions for washing, handling, etc.	342	60	4	79.4	58.3
<u>Recommended uses</u>					
Suitability (street, sports or evening wear)	219	43	0	50.8	41.7
<u>Sponsor</u>					
Name and address	273	20	4	63.3	19.4

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

Table XI - Slips and Petticoats: Respondents classified according to preference expressed for each item

Item	Consumers (total, 430)					Retailers (total, 91)					Manufacturers (total, 6)				
	Number of respondents -					Number of respondents -					Number of respondents -				
	a	b	d	no expressing	preference	a	b	c	d	no expressing	a	b	c	d	no expressing
What it is made of															
Name of fabric	397	23	3	6		80	5	0	1	5	5	1	0	0	0
Fiber content	334	49	26	20		51	21	9	1	9	2	4	0	0	0
Yarns per inch	208	127	64	28		6	9	56	4	16	1	0	4	0	1
Weight (per sq. yd.)	145	157	95	28		1	12	56	4	18	0	0	5	0	1
Weighting or sizing	354	44	17	13		31	24	23	0	13	0	1	5	0	0
How it is made															
Size 1/	413	7	3	7		85	0	0	0	6	5	0	1	0	0
Cut of garment	357	47	8	17		36	28	16	1	10	3	1	1	0	0
Thread used	232	135	38	24		7	26	39	2	17	1	2	2	0	1
Workmanship	246	123	39	20		12	23	41	1	14	3	1	2	0	0
Type of seams	299	87	29	14		36	29	14	1	11	2	3	1	0	0
What it will do															
Breaking strength	260	111	31	21		13	12	49	2	15	1	1	3	0	1
Resistance to yarn slippage at seams	316	61	22	23		25	13	36	2	15	2	0	3	1	0
Shrinkage:															
Warpwise	358	46	6	19		45	16	19	2	9	2	2	2	0	0
Fillingwise	333	45	10	42		33	14	23	2	19	1	2	2	0	1
Color permanence:															
To washing	392	21	6	11		64	14	4	0	9	3	3	0	0	0
To perspiration	355	36	16	22		54	16	3	0	18	2	2	2	0	0
How to care for it															
Special laundering instructions	353	54	12	11		74	7	5	0	5	5	0	0	0	1
Sponsor															
Name and address	264	65	9	90		16	5	23	2	45	1	2	0	0	3

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

"a" indicates most important items.

"c" undesirable or unnecessary items.

"b" less important but desirable items.

"d" items which must await agreement on standard tests.

Table XIa- Slips and petticoats; Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents			percentage of		
	marking items as "a" in			respondents marking		
	total of -			item "a" in total of		
	430	91	6 Manu-	430	91	
	Consumers:	Retailers:	facturers:	Consumers:	Retailers:	
<u>What it is made of</u>						
Name of fabric	397	80	5	92.3	87.9	
Fiber content	334	51	2	77.7	56.0	
Yarns per inch	208	6	1	48.4	6.6	
Weight (per square yard)	145	1	0	33.7	1.1	
Weighting or sizing	354	31	0	82.3	34.1	
<u>How it is made</u>						
Size 1/	413	85	5	96.0	93.4	
Cut of garment	357	36	3	83.0	39.6	
Thread used	232	7	1	54.0	7.7	
Workmanship	246	12	3	57.2	13.2	
Type of seams	299	36	2	69.5	39.6	
<u>What it will do</u>						
Breaking strength	260	13	1	60.5	14.3	
Resistance to yarn slippage						
at seams	316	25	2	73.5	27.5	
Shrinkage:						
Warpwise	358	45	2	83.3	49.5	
Fillingwise	333	33	1	77.4	36.3	
Color permanence:						
To washing	392	64	3	91.2	70.3	
To perspiration	355	54	2	82.6	59.3	
<u>How to care for it</u>						
Special Laundering						
instructions	353	74	5	82.1	81.3	
<u>Sponsor</u>						
Name and address	264	16	1	61.4	17.6	

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

Table XII - Women's wash dresses: Respondents classified according to preference expressed for each item

Item	Consumers (Total, 430)					Retailers (Total, 91)					Manufacturers (Total, 8)				
	Number of respondents -					Number of respondents -					Number of respondents -				
	marking item -	a	b	c	d	marking item -	a	b	c	d	marking item -	a	b	c	d
What it is made of															
Fibers used in fabric and															
percent of each by weight															
Number of yarns per inch															
Weight	387	22	10	1		68	7	3			4	2	0		0
Weighting or sizing	215	133	50	3		13	12	51			0	0	7		1
Special finishes	130	158	95	6		0	13	54			0	0	7		1
	354	46	6	3		19	20	35			1	1	5		1
	342	51	16	1		29	25	21			5	2	1		0
How it is made															
Size: 1/															
Bust															
Waist	413	9	2	0		72	4	9			2	3	0		0
Hips	375	29	5	0		38	19	0			0	3	4		1
Length	383	23	5	0		42	16	19			0	3	4		1
Seams	379	23	11	0		36	21	16			0	3	4		1
	265	109	35	2		23	23	29			0	1	5		2
What it will do															
Color permanence of fabric															
trimming, etc., each:															
To sunlight	404	17	3	1		63	14	3			6	1	0		1
To washing	406	8	1	0		81	6	0			7	1	0		0
To perspiration	378	21	11	1		60	16	1			4	3	0		1
Breaking strength	256	102	33	6		8	16	41			0	1	6		1
Resistance to yarn slippage	255	97	42	8		8	18	41			1	1	5		1
Shrinkage or stretchage	385	22	3	3		63	11	7			5	0	2		1
How to care for it															
Washability: special and															
detailed instructions	374	38	7	0		73	7	1			7	0	0		1
Sponsor															
Name and address	270	61	12	2		19	12	20			2	2	0		2

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels".

"a" indicates most important items
 "b" " less important but desirable items
 "c" " undesirable or unnecessary items
 "d" " items which must await agreement on standard tests

Table XIIa- Women's wash dresses: Frequency with which each item was designated as of primary importance, stated for the respective classes

Item	Number of respondents marking item as "a" in total of			Percentage of respondents marking item "a" in total of -		
	430 : Consumers	91 : Retailers	8 Manu- : turers	430 : Consumers	91 : Retailers	
<u>What it is made of</u>						
Fibers used in fabric and percent of each by weight	387	68	4	90.0	74.7	
Number of yarns per inch	215	13	0	50.0	14.3	
Weight	130	0	0	30.2	0.0	
Weighting or sizing	354	19	1	82.3	20.9	
Special finishes	342	29	5	79.5	31.9	
<u>How it is made</u>						
Size: 1/						
Bust	413	72	2	96.0	79.1	
Waist	375	38	0	87.2	41.8	
Hips	383	42	0	89.1	46.2	
Length	379	36	0	88.1	39.6	
Seams	265	23	0	61.6	25.3	
<u>What it will do</u>						
Color permanence of fabric: trimming, etc., each:						
To sunlight	404	63	6	94.0	69.2	
To washing	406	81	7	94.4	89.0	
To perspiration	378	60	4	87.9	65.9	
Breaking strength	256	8	0	59.5	8.8	
Resistance to yarn slippage	255	8	1	59.3	8.8	
Shrinkage or stretchage	385	63	5	89.5	69.2	
<u>How to care for it</u>						
Washability; special and detailed instructions	374	73	7	87.0	80.2	
<u>Sponsor</u>						
Name and address	270	19	2	62.8	20.9	

1/ Apparently many of the respondents interpreted this question to mean "more information on size than now appears on labels."

